

ABSTRACT

The present invention is directed to devices, systems and methods for selecting the appearance of a display on a viewer that displays the output of a digital content server. Include tags, in html display, output custom or default information determined by the presence or absence of a unique identifier. In the event of perl-generated html, find and replace routines locate specific include tags and replace the include tags with custom or default information determined by the same unique identifier that dictates the selected viewer appearance. Accordingly, a vendor's web page may display content from a host's website while preserving the look and feel of the affiliate's web pages.